

Message Text

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SUBJECT: DEVELOPMENT OF THEMES FOR TRADE PROMOTION EVENTS IN
ROMANIA

BEWT FOR THOMPSON

REF: STATE 280446

1. AS PER REFTEL EWTC HAS DEVELOPED LIST OF 10 THEMES WHICH
APPEAR MOST WORTHY OF PROMOTION BY COMMERCE TRADE PROMOTION
VEHICLES/EVENTS IN ROMANIA THROUGH END OF 1976. LUST IS BASED
ON ANALYSIS OF PUBLISHED INDUSTRIAL/TRADE INFORMATION ON ROMANIA
IN EWTC FILES, INTERVIEWS DURING PAST YEAR WITH U.S. AND WESTERN
EUROPEAN MARKETING SPECIALISTS AS WELL AS TRADE STATISTICS. UN-
FORTUNATELY LIST COULD NOT BE VERIFIED BY INTERVIEWS IN ROMANIAN
MARKET OR ECONOMIC PLANS COVERING 1976 (WHICH WILL BE FIRST YEAR
OF NEXT FIVE-YEAR PLANNING CYCLE) NOT YET PUBLISHED. FINDINGS
MUST THEREFORE BE REGARDED AS TENTATIVE.

2. THEME LIST INCLUDES 11 CATEGORIES IN ORDER TO PROVIDE 10
EVENT THEMES AS REQUESTED BECAUSE 1 LEADING THEME FOR U.S.
TRADE DEVELOPMENT TO ROMANIA DOES NOT LEND ITSELF TO COMMERCE-
SPONSORED TRADE EVENTS AND IT IS RECOMMENDED THAT
ONLY BE BROUGHT TO ATTENTION OF U.S. INDUSTRY AS OPPOR-
TUNITIES.

3. FOLLOWING THEME LIST IS RANKED ACCORDING TO ESTIMATED
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POTENTIAL FOR INCREASED U.S. EXPORTS TO ROMANIA AS FOLLOWS:

(A) THEME TITLE (B) ESTIMATE POTENTIAL FOR INCREMENTAL U.S. EXPORTS TO ROMANIA ANNUALLY AND (C) RECOMMENDED U.S. DEPARTMENT OF COMMERCE EVENT OR ACTIVITY (TRADE EXHIBITIONS ARE RECOMMENDED FOR SEVERAL OF THE IMPORTANT THEMES BECAUSE IT APPEARS THE MOST EFFECTIVE METHOD, BUT EACH WOULD ALSO SUPPORT SUCCESSFUL TECHNICAL SALES SEMINARS OR SPECIALIZED TRADE MISSIONS AS WELL).

FIRST, (A) INDUSTRIAL PROCESS CONTROL AND MEASURING INSTRUMENTS, (B) \$7.0 MILLION, (C) EXHIBITION AND TECHNICAL SEMINAR EMPHASIZING CHEMICAL/PETROCHEMICAL, ELECTRIC POWER, FOOD PROCESSING AND METALLURGY INDUSTRIES.

SECOND, (A) CHEMICAL/PETROCHEMICAL PROCESSING EQUIPMENT AND INSTRUMENTATIONS, (B) \$ 5.8 MILLION, (C) EXHIBITION AND TECHNICAL SEMINAR.

THIRD, (A) ELECTRIC POWER AND DISTRIBUTION EQUIPMENT, (B) (5.2 MILLION, (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION) EMPHASIZING CONTROL INSTRUMENTATION, BECAUSE NUMBER OF U.S. SUPPLIERS AND PRODUCTS WITH MARKET POTENTIAL TOO LIMITED TO SUPPORT BROAD INDUSTRY TRADE EVENT.

FOURTH, (A) MACHINE TOOL FOR METALS, (B) \$ 4.9 MILLION, (C) EXHIBITION AND TECHNICAL SEMINAR WITH EMPHASIS ON MACHINE CONTROL.

FIFTH, (A) TEXTILE MACHINERY, (B) \$ 4.2 MILLION, (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION) BECAUSE ONLY SELECTED AND LIMITED TYPES OF U.S. EQUIPMENT HAVE GOOD MARKET POTENTIAL IN ROMANIA, MAINLY QUALITY CONTROL INSTRUMENTATION AND SOME TEXTILE FINISHING MACHINERY.

SIXTH, (A) OFFICE MACHINES (INCLUDING COMPUTERS), (B) \$ 3.1 MILLION

(C) SMALL EXHIBITION (20-25 FIRMS) AND TECHNICAL SEMINAR EMPHASIZING MANAGEMENT METHODS AND SYSTEMS.

SEVENTH, (A) MATERIALS HANDLING EQUIPMENT, (B) \$ 2.4 MILLION, (C) NO EVENT BECAUSE NEARLY ALL EQUIPMENT WITH MARKET POTENTIAL IS PART OF PRODUCTION SYSTEMS FOR OTHER THEMES, SUCH AS FOOD PROCESSING, CHEMICAL PROCESSING EQUIPMENT, CONSTRUCTION MACHINERY, ETC. SUGGEST INSTEAD TRADE PROMOTION AS PART OF THEME, IN WHICH USED, AND BEWT/TAD EMB BUCHAREST ADVISE SELECTED U.S. FIRMS OF OPPORTUNITY.

EIGHT, (A) FOREST RESOURCES PRODUCTION EQUIPMENT (INCLUDING PULP AND PAPER PRODUCTION EQUIPMENT), (B) \$ 1.9

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MILLION, (C) EXHIBITION AND TECHNICAL SEMINAR.

NINTH, (A) CONSTRUCTION, MINING AND MINERAL HANDLING EQUIPMENT, (B) \$ 1.5 MILLION, (C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION) EMPHASIZING EQUIPMENT AND TECHNOLOGY FOR MINING, OIL FIELD AND MINERAL HANDLING BECAUSE TYPES OF U.S. EQUIPMENT WITH MARKET POTENTIAL SEEM TOO SPECIALIZED TO SUPPORT BROAD INDUSTRY PROMOTION.

TENTH, (A) TELECOMMUNICATIONS EQUIPMENT, (B) \$ 0.8 MILLION,

(C) TECHNICAL SALES SEMINAR (SPECIALIZED TRADE MISSION)
BECAUSE ONLY SELECTED AND LIMITED TYPES OF U.S. PRODUCTS
WITH GOOD MARKET POTENTIAL ARE FREE OF COCOM CONTROL.
ELEVENTH, (A) MEDICAL INSTRUMENTATION AND EQUIPMENT, (B)
\$ 0.7 MILLION, (C) TECHNICAL SALES SEMINAR.

4. EWTC HAS NOTICE OF FOLLOWING ROMANIAN TRADE SHOWS WHICH
COMMERCE MAY WISH TO CONSIDER FOR PARTICIPATION OR TRADE
ASSISTANCE:
TIBCO 75, INTERNATIONAL CONSUMER GOODS FAIR, MAY 11-18,
1975, BUCHAREST;
WORLDCOMP 75, COMPUTER EXHIBITION, AUGUST 25-30, 1975
ROMANIA;
TECHNOEXPO 75, INTERNATIONAL TECHNICAL FAIR, OCTOBER 12-21,
1975, BUCHAREST.

5. EWTC HAS DISCUSSED CONTENTS THIS MESSAGE WITH EMB BU-
CHAREST AS REQUESTED REFTTEL AND WE UNDERSTAND THEIR COMMENTS
WILL BE MADE IN SEPARATE TELEGRAM. HUMES

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